

## REMARKS

Claims 1-27 are pending in the instant application. Claims 1-27 are rejected. Applicants respectfully request reconsideration of the Claims based on the arguments presented below.

### 103 Rejections

Claims 1-4, 7-14, 17-21 and 24 are rejected under 35 U.S.C. § 103(a) as being unpatentable over Elms et al. in view of Chack. The Applicants have reviewed the cited references and respectfully submits that the embodiments of the present invention that are set forth in Claims 1-4, 7-14, 17-21 and 24 are neither anticipated nor rendered obvious by Elms et al. in view of Chack.

The Examiner is respectfully directed to independent Claim 1 which is drawn to a method for conducting a transaction in a business to business exchange. Claim 1 is reproduced below in its entirety for the convenience of the Examiner.

1. A method for conducting a transaction in a business to business (B2B) exchange, comprising the steps of:  
    locating a first party and a second party wherein said first party comprises a plurality of business divisions;  
    establishing voice communication directly between the first party and the second party;  
    establishing a web-based collaboration session between the first party and the second party through a mutual URL simultaneously with and while the voice communication is active; and  
    upon request, providing current market information of a business deal to said first party and said second party; and  
    transacting a business said business deal between the at least one of the plurality of business divisions of the first party and the second party through both the voice communication and the web-based collaboration session, wherein the steps of locating, establishing, and transacting are performed in an integrated software communication platform within the B2B exchange.

Claims 11 and 18 contain limitations similar to those contained in Claim 1. Claims 2-4 and 7-10 depend from Claim 1 and set forth additional limitations of embodiments of the

claimed invention. Claims 12-14 and 17 depend from Claim 11 and set forth additional limitations of embodiments of the claimed invention. And, Claims 19-21 and 24 depend from Claim 18 and set forth additional limitations of the claimed invention.

As mentioned above, Elms et al. in view of Chack does not anticipate or render obvious the embodiments of Applicants' invention as set forth in the Claims. A critical deficiency of this combination is that the primary reference Elms et al. does not teach or suggest each of the limitations of the rejected Claims and the secondary reference Chack fails to teach or suggest the limitations not taught or suggested by Elms et al. In particular, Elms et al. does not teach or suggest a method for conducting a transaction in a business-to-business (B2B) exchange that includes "locating a first party and a second party wherein said first party comprises a plurality of divisions" and "transacting said business deal between the at least one the plurality of divisions of the first party and the second party" as is set forth in Claim 1 (Claims 11 and 18 contain similar limitations). And, Chack does not teach these limitations to remedy the deficiencies of Elms et al.

Elms et al. shows a dissimilar system for matching and assisting a buyer and a vendor from an inquiry through a proposal and to an order. Elms et al. discloses a host that is capable of facilitating a transaction between a first party and a second party. However, Elms is not concerned with business-to-business transactions where parties having a business structure (that includes distinct divisions) can have transactions initiated and carried out by the subdivisions of the business. Importantly, the focus of Elms et al. is buyers and vendors and not business-to-business transactions involving entities having a business structure.

In fact, nowhere in the Elms et al. reference is a method for conducting a transaction in a business-to-business (B2B) exchange taught or suggested that includes

locating a first party and a second party wherein the first party comprises a plurality of divisions and transacting a business deal between at least one of the plurality of divisions of the first party and the second party as is set forth in Claim 1 (Claims 11 and 18 contain similar limitations).

Chack does not teach or suggest a modification of Elms et al. that would remedy the deficiencies of Elms et al. outlined above. More specifically, Chack does not teach or suggest a method for conducting a transaction in a business-to-business (B2B) exchange that includes “locating a first party and a second party wherein said first party comprises a plurality of divisions” and “transacting said business deal between at least one the plurality of divisions of the first party and the second party” as is set forth in Claim 1 (Claims 11 and 18 contain similar limitations).

Chack discloses a method and apparatus for establishing communication between a transaction initiator and a transaction processing system. Importantly, the focus of the Chack reference is the interaction of a transaction initiator and a transaction processing system and in no way relates to transacting business-to-business deals between a business and a division of a business.

Applicants respectfully submit that nowhere in the Chack reference is a method for conducting a transaction in a business-to-business (B2B) exchange taught or suggested that includes “locating a first party and a second party wherein said first party comprises a plurality of divisions” and “transacting said business deal between at least one the plurality of divisions of the first party and the second party” as is set forth in Claim 1 (Claims 11 and 18 contain similar limitations). Consequently, as the Chack reference fails to remedy the deficiencies of Elm et al., the embodiments of the present

invention as are set forth in Claims 1, 11 and 18 are not anticipated or rendered obvious by Elm et al. in view of Chack.

As Elms et al. in view of Chack possesses the deficiencies that are outlined above, Applicants respectfully submit that Elms et al. in view of Chack does not anticipate or render obvious the embodiments of the present claimed invention as set forth in Claims 1, 11 and 18, and as such, Claims 1, 11 and 18 are in condition for allowance. Accordingly, Applicant also respectfully submits that Elm et al. in view of Chack does not anticipate or render obvious the embodiments of the present claimed invention as set forth in Claims 2-4, 7-10, 12-14, 17, 19-21 and 24 dependent on Claims 1, 11 and 18, and that Claims 2-4, 7-10, 12-14, 17, 19-21 and 24 overcome the Examiner's basis for rejection under 35 U.S.C. 103(a) as being dependent on allowable base claims.

Claims 5-6, 15-16, 22-23 and 25-27 are rejected under 35 U.S.C. § 103(a) as being unpatentable over Elms et al. in view of Chack and further in view of Walker et al. Walker et al. does not teach or suggest a modification of Elms et al. in view of Chack that would remedy the deficiencies of this combination outlined above. In particular, Walker et al. does not teach or suggest "locating a first party and a second party wherein said first party comprises a plurality of divisions" and "transacting said business deal between at least one the plurality of divisions of the first party and the second party" as is set forth in Claim 1 (Claims 11 and 18 contain similar limitations and Claims 5-6, 15-16, 22-23 and 25-27 depend from these Claims). Consequently, as Walker et al. fails to remedy the deficiencies of Elm et al. in view of Chack, the embodiments of the present invention as are set forth in Claims Claims 5-6, 15-16, 22-23 and 25-27 are not anticipated or rendered obvious by Elm et al. in view of Chack in further view of Walker et al.

Conclusion

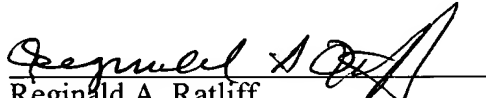
In light of the above-listed amendments and remarks, Applicants respectfully request allowance of the remaining Claims.

The Examiner is urged to contact Applicants' undersigned representative if the Examiner believes such action would expedite resolution of the present Application.

Respectfully submitted,

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